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ABSTRACT

Contemporary society is an "information society" where much of the information has a visual nature. This text uses semiotic and psychological concepts to help students gain understanding of how meaning is found in visual phenomena and how minds process images. Focus is upon mass media and popular culture. Theoretical discussions are followed by exercises and applications requiring students to apply learning to practical projects. Following the introduction, "Image and Imagination," the book is organized in seven chapters: (1) "Seeing is Believing"; (2) "Elements of Visual Communication"; (3) "Photography: The Captured Moment"; (4) "Film: The Moving Image"; (5) "Television: The Ever-Changing Mosaic"; (6) "Comics and Cartoons"; (7) "Typography and Graphic Design"; (8) "Computers and Graphics: Wonders from the Image-Maker." A glossary, selected bibliography, credits, and index conclude the text. (MM)

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